

FORMERLY  
GREEN IS BEAUTIFUL

2020 / 2021

MEDIA KIT

# ONCOURSE

OFFICIAL PUBLICATION OF THE

ONTARIO GOLF SUPERINTENDENTS' ASSOCIATION



Advertise with Ontario's  
largest publication dedicated  
to advancing the golf course  
superintendent profession.



Publishing Dates	Material Deadline	Release Date
November 2020	October 2, 2020	November 6, 2020
March 2021	February 19, 2021	March 26, 2021
June 2021	April 20, 2021	June 4, 2021
August 2021	July 23, 2021	August 27, 2021

Advertise with ONCourse  
Contact us today

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**Bonus: Save 15%**  
WHEN YOU BOOK 4 ISSUES

## 2020/2021 Advertising Rates

### Premium Locations

4-Colour Process	4-Issue Rate ONLY
Outside Back Cover	\$5,725.00
Inside Front Cover	\$5,575.00
Inside Back Cover	\$5,575.00
Business Card Appearing under President's Message	\$1,020.00

### 4-Colour Process

Ad Size	Single Rate	4-Issue Rate
Full Page	\$1,495	\$5,083
2/3 Page	\$1,391	\$4,729
1/2 Page	\$859	\$2,921
1/3 Page	\$694	\$2,360
1/4 Page	\$566	\$1,924
1/6 Page	\$351	\$1,193
Business Card	\$273	\$928

### Black and White

Ad Size	Single Rate	4-Issue Rate
Full Page	\$949	\$3,227
2/3 Page	\$817	\$2,778
1/2 Page	\$588	\$1,999
1/3 Page	\$514	\$1,748
1/4 Page	\$429	\$1,459
1/6 Page	\$259	\$880
Business Card	\$206	\$700

### Inserts

Ad Size	Single Rate	4-Issue Rate
Up to 8.5 x 11 Colour or black & white	\$619	\$2,105

### Belly Band

Ad Size	Single Rate + Printing
Wrapped & glued around issue	\$650 + \$1,495*

\*Cost includes printing and bindery only for a 1-sided, full colour ad printed on 100lb, 10% recycled FSC stock.

Print ready artwork required, see back page for specifications. Additional costs will be billed at \$85/hr for any artwork changes required.

**Premium locations:** Premium locations are based on a mandatory four issue commitment.

**HST applicable on all rates.**

**4X Issue Rate:** The four issue rate includes a 15% discount and will be invoiced to you and PAYMENT DUE IN FULL upon the publication and distribution of the FIRST insertion.

**Not for profit and educational institutes:** Institutes will receive 25% off each single advertisement OR 50% off the single advertisement rate if the commitment for 4 advertisements specifying the issue the ads are to appear in is submitted with the initial order on our insertion form.

**Insertions:** Inserts are distributed to associate and non-associate OGSA members. Split distribution requests will not be accepted.